Parliament 1995 Coupon Redemptions Update
as of 9/15/95

Program	Offer	Circulation*	Estimated % Response	Actual Response	Actual % Response
Jan Offensive Direct Mail, 1/95-3/95	$1 OFF 1 PACK (71176-04305)	220,000	15%	31,338	14%
	$1.50 OFF 2 PACKS (71136-04304)	220,000	12%	29,448	13%
Jan Party Zone On-Pack, 1/95-4/95	$1 OFF 1 PACK (71176-04357)	6,000	4%	317	5%
Feb Defensive Direct Mail, 1/95-4/95	VARIOUS (See Attached))	203,000	25%	58,795	29%
March Offensive Direct Mail, 3/95-5/95	$1.50 OFF 2 PACKS (71136-04313)	247,000	12%	28,710	12%
	$2 OFF 3 PACKS (71182-04314)	247,000	10%	27,840	11%
April Defensive Direct Mail, 4/95-6/95	$1 OFF A CARTON OR 4 PACKS (71076-04318)	187,000	18%	46,002	25%
June Defensive Direct Mail, 6/95-8/95*	$1 OFF A CARTON OR 4 PACKS (71076-04697)	187,000		45,117	24%
Party Zone Rapid Response, 6/95-9/95	$1 OFF 1 PACK (First Class Postage) (71176-04793)	25,000		423	2%
Party Zone Rapid Response, 6/95-9/95	$1 OFF 1 PACK (Bulk Postage) (71176-04803)	3,000		52	2%
Party Zone Rapid Response, 6/95-9/95	$1 OFF 1 PACK (71176-04827)	9,000		78	1%
TOTAL		**1,554,000**		**268,120**	**17%**

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Source: https://www.industrydocuments.ucsf.edu/docs/lkkm0004

*CMS numbers (rounded)
**June program still open

February Defensive Direct Mail
Response Model Test, as of 9/15/95

Audience	Offer (Bold indicates test offer)	Circulation*	Expected Redemptions	Expected % Redemption	Actual Redemptions	% Redemption
Highly Responsive	$1 OFF A CARTON OR 4 PACKS (71076-04312)	78,000	25,381	33%	25,798	33%
Highly Responsive	**$2 OFF A CARTON OR 4 PACKS** (71082-04322)	23,500	16,065	68%	8,744	37%
Least Responsive	$2 OFF A CARTON OR 4 PACKS (71082-04352)	55,000	4,594	8%	13,485	25%
Least Responsive	**$1 OFF A CARTON OR 4 PACKS** (71076-04353)	23,500	1,643	7%	4,463	19%
Least Responsive	**$2 OFF A CARTON OR 2 PACKS** (71082-04351)	23,000	2,138	10%	6,305	27%
TOTAL		**203,000**	**49,821**	**25%**	**58,795**	**29%**

*CMS numbers (rounded)

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